

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

LFC1017 FUNDAMENTALS OF STRATEGIC COMMUNICATION (All Sections)

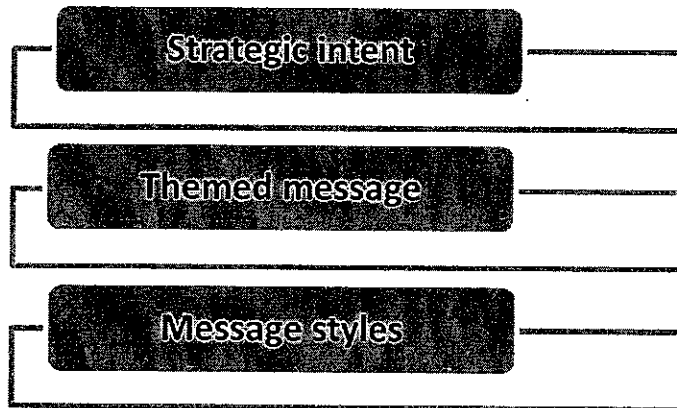
10 MARCH 2020
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **THREE** printed pages with **ONE** section only.
2. Answer **ALL** questions.
3. Write your answers in the **Answer Booklet** provided.

SECTION A: STRUCTURED QUESTIONS [50 MARKS]**Instruction:** Answer ALL questions.

1. Define strategic positioning. (2 marks)
2. **Figure 1** below, shows the stages in formulating the content of communication strategy.

**Figure 1**Based on **Figure 1** above:

- a. Define strategic intent (2 marks)
 - b. Identify the **FIVE (5)** types of themed message styles (5 marks)
3. One way in which organisations have addressed challenges in dealing with different expectations and demands of stakeholders is by strategically projecting a particular positive image of the organisation, known as a corporate identity, to build, maintain and protect strong reputations with stakeholders.
 - a. Define corporate identity. (2 marks)

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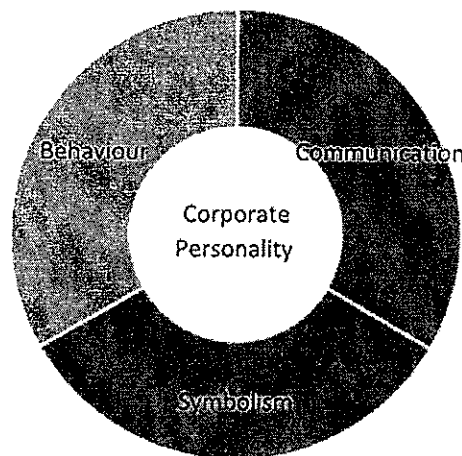


Figure 2: The Birkigt and Stadler Model of Corporate Identity

- b. Based on the above Model of Corporate Identity, explain the following concepts:
- i) Behaviour (2 marks)
 - ii) Communication (2 marks)
 - iii) Symbolism (2 marks)
- c. Briefly explain monolithic corporate identity (2 marks)
4. Community relations is the total result of conscious efforts by an organisation to be an accepted and respected part of its local community. It is aimed at creating the accepted image of being a “good neighbor”. As such the organisation wheather a small or medium enterprise concentrates its efforts and activities in serving the local community that surrounds them.
- a. Illustrate the elements of a community relations program. (5 marks)
- b. Explain each of the following:
- i) Partnership (1 mark)
 - ii) Volunteer (1 mark)
 - iii) Philanthropy (1 mark)

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5.

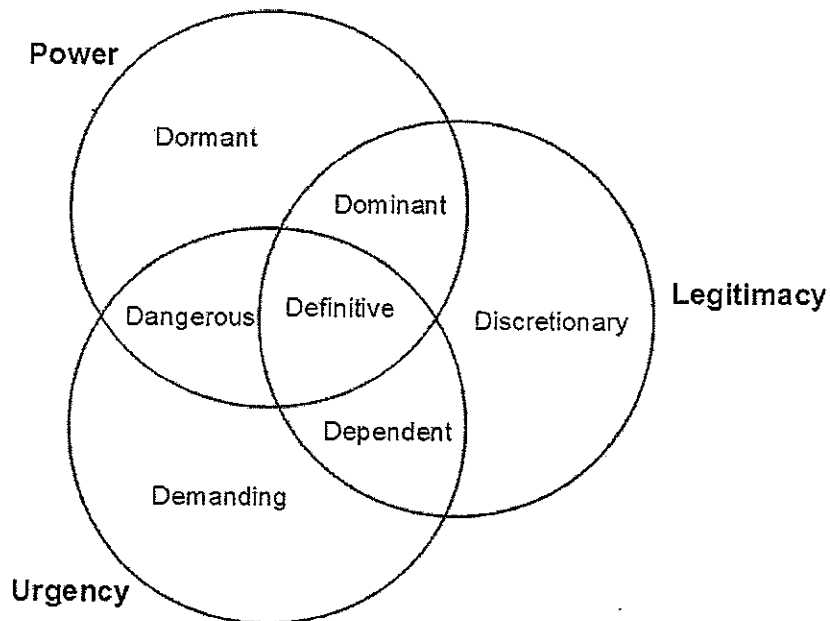


Figure 3: The Saliency Model of Stakeholder

Based on the above model, explain the following stakeholders:

- i) Dormant (3 marks)
 - ii) Discretionary (3 marks)
 - iii) Demanding (3 marks)
 - iv) Dominant (3 marks)
 - v) Dangerous (3 marks)
6. Employee communication is defined as communication with employees internal to the organisation. Organisations require employees to cooperate with one another to achieve the company's goals. When employees strongly identify with the organisation that they work for, they will perform better and help enhance the company.
- a. Define the following terms:
- i) Downward communication (2 marks)
 - ii) Upward communication (2 marks)
 - iii) Vertical structure (2 marks)
 - iv) Organisation silence (2 marks)

End of paper